Note for Weinstein, Barbara

From: Joyce, Ed

Date: Fri, Apr 21, 1995 9:07 AM

Subject: WEEKLY PROMOS 4/21

To: Gawronski, Edward; Levy, Carolyn; Moose, Jim; O'Brien, Sheila; Saloun, Tom; Weinstein, Barbara

File(s): WEEKLY PROMOS 4/21

Comments:
Total promotional volume for the week was 81 million units, versus an expected volume of 79 million.
-Marlboro promotional volume was 65 million units
-Basic promotional volume was 16 million units

Please Note: Expected volume is based on recent future orders, and therefore, is not reflected in the original budget forecast.

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Source: https://www.industrydocuments.ucsf.edu/docs/mrwj0004